## MITCHELL J. LANDRIEU, MAYOR CITY OF NEW ORLEANS

## MITCHELL J. LANDRIEU MAYOR

## EXECUTIVE ORDER MJL 12-04

**WHEREAS,** New Orleans is a city that strives to educate its citizens on how they may achieve optimal health, wellness, and a better quality of life;

**WHEREAS,** New Orleans is a designated campaign city in First Lady Michelle Obama's Let's Move! program to fight childhood obesity;

**WHEREAS,** it is the goal of New Orleans to become one of the nation's top ten fittest cities by its 300th anniversary in 2018;

**WHEREAS**, to accomplish that goal and support the Let's Move! campaign, the City has created the Fit NOLA initiative;

**WHEREAS,** the Fit NOLA initiative is intended to improve residents' overall health through increased awareness, availability of safe and clean recreational areas, access to affordable, nutritious food, and promotion of health-based employee and other programs;

**WHEREAS,** one component of the Fit NOLA initiative is promotion of healthier food and beverage choices to the City's residents;

**WHEREAS,** providing healthier food and beverage choices at City Hall and other Cityowned parks and facilities through vending will set an example for city residents and aid in effectively promoting healthy choices;



**NOW, THEREFORE, I, MITCHELL J. LANDRIEU**, by the authority vested in me as Mayor of the City of New Orleans by the Constitution and laws of the State of Louisiana and the Home Rule Charter and laws of the City of New Orleans, **HEREBY ORDER AS FOLLOWS:** 

Effective Date: This Executive Order is effective upon signature of the Mayor.

Purpose: The purpose of this Executive Order is the development and implementation of a standard for healthier foods and beverages in the vending options at City Hall and other City-owned parks and facilities.

Chief Administrative Office Policy Memorandum: The Chief Administrative Office shall issue a Policy Memorandum including, but not limited to, the following:

The nutritional guidelines that shall be met by foods and beverages offered in Cityowned parks and facilities;

The procedure for selecting appropriate vendors to supply such foods and beverages, which shall comply with all applicable city and state procurement laws and rules;

Locations where such foods and beverages shall be made available;

Any and all other considerations necessary to implement the program set forth above in a timely and efficient manner.

Order of Implementation: This vending initiative will be implemented first in City Hall and will thereafter expand to other City-owned parks and facilities.

WITNESS MY HAND AND SEAL THIS 7<sup>th</sup> DAY OF DECEMBER, 2012 AT NEW ORLEANS, LOUISIANA.

Mitchell J. Landrieu, Mayor

City of New Orleans